

MSP 2040 Long Term Comprehensive Plan: Stakeholder Engagement Program

This document outlines objectives, approach and communication efforts for engaging stakeholders during the MSP 2040 Long Term Comprehensive Plan.

Objectives

Broadly, the Stakeholder Engagement Program is intended to benefit both the MAC and the MAC's stakeholders. It will set a framework for an inclusive process so that interested stakeholders can be informed and involved throughout the planning process. Additionally, Stakeholder Engagement will be designed to help MAC achieve the following objectives:

- **Fulfill the MAC's legislative purpose to:**
 - **Promote air navigation and transportation, international, national, state, and local, in and through the State of Minnesota.**
 - **Promote the efficient, safe and economical handling of air commerce and to assure the inclusion of the State in national and international programs of air transportation. To those ends, develop the full potentialities of the metropolitan area as an aviation center.**
 - **Assure minimum environmental impact from air navigation and transportation for residents of the metropolitan area, promote the overall goals of the State's environmental policies and minimize the public's exposure to noise and safety hazards around airports.**
- **Conduct planning for future airport facilities in a responsible and transparent manner that includes specific engagement processes designed to build trust and establish a shared understanding of airport, traveler, and community needs**
 - **Actively listen to stakeholder ideas and topics of interest**
 - **Strengthen MAC's relationship with its stakeholder groups**
 - **Establish a system to reach a wide variety of stakeholders**
 - **Communicate the services and benefits the MAC's system of airports delivers to the region**
- **Support and document a thorough and effective public involvement process**

Approach

Stakeholder Advisory Panel

MAC staff will convene a Stakeholder Advisory Panel ("Panel") consisting of key stakeholders. The objectives of the Panel are to present information about the planning process to major stakeholder groups and to ensure that those tasked with making planning decisions hear and consider public concerns and aspirations related to the process.

Specifically, the Panel is an advisory board representing major stakeholder groups that have an interest in the planning process. The Panel serves several important functions, including:

- Representing a broad range of stakeholder groups;
- Receiving information about the planning process; and

- Communicating public concerns and aspirations as the voice of key stakeholders.

It is important to note that the Panel serves only in an advisory capacity. While the Panel may offer opinions, advice, and guidance, the MAC is solely responsible for all planning decisions.

The MAC will work with key stakeholder groups to identify specific members to serve on the Panel and then extend an invitation to participate. Key stakeholder groups include:

- Local community leaders and city planners
- MSP airport travelers
- MSP airlines
- Federal Aviation Administration
- Transportation Security Administration
- Regional business representatives

Project Milestones

In order to create an inclusive and transparent process and ensure a regular rhythm of public involvement, the planning process will be divided into four distinct phases, or “milestones.” These milestones will culminate in a public event. Four public events will be held to share information about each phase and receive input. Input received during each milestone’s public event will help inform the remaining phases of the planning process.

The Stakeholder Engagement Plan will involve four project milestones:

- 1) LTCP Introduction, Planning Goals & Objectives, MSP Aviation Activity Forecasts
- 2) Facility Requirements (Gap Analysis)
- 3) Alternative Design Concepts, Environmental and Land Use Planning Evaluation
- 4) Review Draft LTCP and Public Comment Period

Survey Input

The MAC will be using Polco, an online polling software, to reach an audience wider than typical public meeting audiences. Responses allow for purposeful information offering greater value for ongoing planning considerations.

MAC’s objectives for using this platform during the MSP Long-Term Plan are:

1. To achieve balanced and broad participation across a range of stakeholders and members of the public.
2. To receive purposeful information offering greater value for ongoing planning considerations well beyond complaint-based feedback.
3. To increase transparency and structured communication.
4. To assess the value this platform would bring for future initiatives, strategies and policies.

Communication

Project Website

The MAC will create and maintain a project website to share information with the general public. The project website will include:

- Public event information
- Public project documents (such as technical reports, newsletters, presentations, fact sheets, etc.)
- Frequently asked questions
- How to contact the project team
- How to sign up for E-News subscription service (see below)
- Project timeline

E-News Monthly Project Updates

An email “E-News” subscription service will be set-up through GovDelivery. Individuals can sign up for the subscription on the project website. Once signed-up they will receive project updates throughout the planning process.

Project Newsletters

A detailed project newsletter will be created in advance of each public meeting event. The newsletters will be distributed through MAC’s existing communication channels and stakeholder groups, such as through the MSP Airport Newsletter, MSP Airport and Airline Affairs Committee, MSP Airport Foundation, Terminal 2 Users Group, MSP Noise Oversight Committee, MSP Traveler Advisory Committee, and through the MAC Noise Program Office website.

Additionally, newsletters will be posted on the project website and sent via email to the E-News distribution list. Printed copies of the newsletters will be made available at the public meeting events.

Public Notifications

Public notifications will be provided in the St. Paul Pioneer Press and Star Tribune in advance of the public events. Notifications will include information about public event logistics as well as other project messages. This will be in addition to sending public event notifications through the project website and project newsletters.

Updates at the MSP Noise Oversight Committee and MAC Committee/Commission Meetings

MAC staff will update the MSP Noise Oversight Committee and the MAC Planning, Development, and Environment (PD&E) Committee at key milestones in the process. The public may attend these meetings. Public input at these meetings will follow the established protocols governing public comments during the meeting. Meeting minutes and video recordings will be made available on <https://metroairports.org/Airport-Authority/Metropolitan-Airports-Commission/Public-Meetings/Board-Meetings.aspx>.

Additional Public Presentations

If requested, MAC staff will provide presentations to local councils, boards, and committees at any point throughout the planning process. MAC will also provide updates to stakeholder groups, such as the MSP Airport and Airline Affairs Committee, MSP Airport Foundation, Terminal 2 Users Group, and the MSP Traveler Advisory Committee.

Comments Received

MAC staff will provide many opportunities for public comments and ideas throughout the planning process. Each comment may not receive a direct response; rather, comments will be addressed in one or more of the following ways:

- Comments may be addressed as part of the Frequently Asked Questions offered on the project website or part of a meeting recap document
- Comments may be answered verbally as part of a question and answer session
- Comments received during the LTCP Public Comment Period will receive a response and both the question and response will be reported in the final LTCP document

Comments received from stakeholders is one of the factors that the MAC considers in the planning process. Conformance to design standards, operational safety and feasibility, federal and state regulations, and project cost are also critical factors to consider.